<u>IN THE CLAIMS</u>:

1.   (Currently amended) A method of content presentation comprising the steps of:

<u>creating a user preference profile for controlling the presentation rates of different content</u>

<u>categories, the preference profile being in communication with a content indicator</u>;

receiving a content signal from a content source;

deriving a content indicator from a content analysis of the content signal; and

automatically adjusting a presentation rate of the content signal <u>according to the predefined</u>

<u>preference profile and</u> in response to the content indicator.

2.   (Original) A method as claimed in claim 1 wherein step of adjusting further comprises

adjusting the presentation rate in response to a user preference profile.

3.   (Original) A method as claimed in claim 2 wherein the user preference profile is determined

in response to a previous user behavior.

4.   (Original) A method as claimed in claim 2 wherein the user preference profile is determined

in response to a user input.

5.   (Original) A method as claimed in claim 1 wherein the step of adjusting the presentation rate

comprises selection between a first presentation rate and at least a second presentation rate.

6.   (Original) A method as claimed in claim 5 wherein the first presentation rate is a fast

forward rate and the second presentation rate is a substantially real time presentation rate.

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7.   (Original) A method as claimed in claim 5 wherein at least one presentation rate is a reverse time presentation rate.

8.   (Original) A method as claimed in claim 1 further comprising the step of recording the content signal on a storage medium, and wherein the step of receiving the content signal comprises receiving the recorded content signal from the storage medium, and the step of deriving the content indicator is performed in association with the step of recording the video signal.

9.   (Original) A method as claimed in claim 1 wherein the step of deriving the content indicator comprises analyzing content information data associated with the content signal.

10.   (Original) A method of content presentation as claimed in claim 1 wherein the content signal is a video signal.

11.   (Original) A method as claimed in claim 10 wherein the content source is a video signal storage medium.

12.   (Original) A method as claimed in claim 11 wherein the content source is a video broadcast source.

13.   (Original) A method as claimed in claim 1 wherein the content signal is a multimedia signal.

14.   (Original) A method as claimed in claim 1 wherein the content signal is a text signal.

15.   (Original) A method as claimed in claim 1 wherein the content signal is an audio signal.

16.   (Previously Presented) A computer readable storage medium including a set of instructions executable by a processor, the set of instructions operable to carry out a method according to claim 1.

17.   (Currently amended) An apparatus for content presentation comprising:

a receiver for receiving a content signal from a content source;

a processor for deriving a content indicator from a content analysis of the content signal; and

a controller for automatically adjusting a presentation rate of the content signal according to a user predefined preference profile and in response to the content indicator.

18.   (Original) An apparatus as claimed in claim 17 wherein the apparatus is a video signal playback apparatus and the content signal is a video signal.

19.   (Original) An apparatus as claimed in claim 18 wherein the apparatus is a video recorder unit further comprising a recording controller operable to record the video signal on a storage medium.

20. (New) A method of content presentation, said method comprising the steps of:

creating a user preference profile by selecting preferences for content categories, the preference profile being in communication with a playback controller for use in adjusting a presentation rate of a content signal;

selecting by a user a preferred playback rate for each of the predefined selected preferences in the user preference profile and storing the user preference profile and the selected playback rates;

receiving a content signal from a content source;

deriving a content indicator from a content analysis of the content signal, the content indicator identifying at least one of the user profile preferences of predefined content categories; and

automatically adjusting the presentation rate of the content signal by the playback controller in response to the content indicator identification.